ABSTRACT

Disclosed is a system and method for performing purchase transactions utilizing a broadcast-based device. In one embodiment, an online user interface is used to enter a plurality of user preferences that are then used to tailor what

5   purchase options will be available to a client-side broadcast-based device. In another embodiment, product purchases may be made using a broadcast-based device, where the purchase transaction options and setting have been previously defined in an online environment. In yet another embodiment, the product purchase options presented are based on predetermined criteria, such as previous

10   user activity.